

## ORDER



Orders Order / Rev: 104878  
 Alt Order #: 06837423  
 Product Desc: OBAMA 4 AMERICA  
 Estimate: 1522  
 Flight Dates: 08/03/12 - 09/03/12  
 Original Date / Rev: 07/30/12 / 09/11/12  
 Order Type: GENERAL

Primary AE:  
 Sales Office:  
 Sales Region:

Amy McCreary  
 BLPHI  
 National

Agency Name: GMMB, Inc./ Washington D.C.  
 Buying Contact: \_\_\_\_\_  
 Billing Contact: Washington Harbor  
Washington, DC 20007

Billing Type: Cash  
 Billing Calendar: Broadcast  
 Billing Cycle: EOM/EOC  
 Agency Commission: 15%

Advertiser Name: Obama for America -Revised  
 Demographic: A35+  
 Product Codes: PLC01-Democrat  
 Priority: SELECT PRIORITY CODE  
 Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:  
 Order Separation: 00:05:00  
 Advertiser External ID:  
 Agency External ID:

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	468	\$373,075.00	\$317,113.75
08/27/12	09/03/12	207	\$139,850.00	\$118,872.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	468	\$373,075.00	\$317,113.75	0.00
September 2012	207	\$139,850.00	\$118,872.50	0.00
Totals	675	\$512,925.00	\$435,986.25	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	30%	\$512,925.00
Market	100%	\$1,709,750.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	19%	\$324,852.50
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	19%	\$324,852.50
KTUD	1%	\$17,097.50
KVVU	22%	\$376,145.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	9%	\$153,877.50

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/03/12	09/03/12	M-F 5-6a WakeUp w/Wagners	5-6a		MTWTF--	:30	4	\$400.001	0.00	NM	44	\$17,600.00	

COMMENTS APPLY TO SUB LINES A THRU B  
 WAKE UP WITH THE WAGNERS

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Page 2 of 10

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Page 4 of 10

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Page 7 of 10

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Page 8 of 10

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
NEWS 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week:	08/13/12	08/19/12	-----S			1	\$1,100.00		0.00						
Week:	08/20/12	08/26/12	-----S			1	\$1,100.00		0.00						
N 58	KSNV	08/18/12	08/18/12	To the Point - PM	CM	730-758pm	-----S-	:30	1	\$375.00	1	0.00	NM	1	\$375.00
				To the Point											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week:	08/13/12	08/19/12	-----S-			1	\$375.00		0.00						
N 59	KSNV	08/19/12	08/19/12	LAW & ORDER (LF)	CM	Sat 1-2am / Sun 1:-----S		:30	1	\$225.00	1	0.00	NM	1	\$225.00
				Law & Order (LF)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week:	08/13/12	08/19/12	-----S			1	\$225.00		0.00						
N 60	KSNV	08/07/12	08/10/12	Olympics Late News 3	CM	11pm-12:35am	-TWTF--	:30	4	\$1,100.00	7	0.00	NM	4	\$4,400.00
				Late News during Olympics											
COMMENTS APPLY TO SUB LINES A THRU B															
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week:	08/07/12	08/13/12	-----TWTF--			4	\$1,100.00		0.00						
N 61	KSNV	08/05/12	08/05/12	Olympics Daytime Week	GM	4am-6pm	-----S	:30	2	\$0.00	16	0.00	NM	2	\$0.00
				Olympics Daytime WEEKEND											
EXTRA SPOTS WHICH AIRED IN ERROR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week:	07/30/12	08/05/12	-----S			2	\$0.00		0.00						
N 62	KSNV	08/19/12	08/19/12	NFL Football	CM	1P-9PM	-----S	:30	1	\$3,200.00	4	0.00	NM	1	\$3,200.00
				NFL Football											
COMMENTS APPLY TO SUB LINES A THRU B															
OLYMPIC DAYTIME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week:	08/14/12	08/20/12	-----S			1	\$3,200.00		0.00						
N 63	KSNV	08/21/12	08/24/12	Face to Face w/ Ralston	CM	730-758pm	-TWTF--	:30	2	\$800.00	1	0.00	NM	2	\$1,600.00
				Face to Face w/ J.Ralston											
COMMENTS APPLY TO SUB LINES A THRU B															
OLYMPIC DAYTIME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week:	08/21/12	08/27/12	-----TWTF--			2	\$800.00		0.00						
N 64	KSNV	08/28/12	08/30/12	Wheel of Fortune in PRIME	CM	M-SA 8-11p / SUN-TWT---	:30	3	\$1,000.00	1	0.00	NM	2	\$2,000.00	
				Wheel in Prime											
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week:	08/28/12	09/03/12	-----TWT---			3	\$1,000.00		0.00						
Spot	Ch	Date Range	Description			Start/End Time									
3	KSNV	08/28/12-09/03/12	Wheel of Fortune in PRIME			M-SA 8-11p / SUN									
Unresolved															
[REP CON RAN LONG WHEEL WAS JIP'D]															
N 65	KSNV	08/28/12	08/30/12	Face to Face in PRIME	CM	8-11pm	-TWT---	:30	3	\$800.00	1	0.00	NM	3	\$2,400.00
				Face to Face in PRIME											
FACE TO FACE WITH JON RALSTON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week:	08/28/12	09/03/12	-----TWT---			3	\$800.00		0.00						
N 66	KSNV	09/01/12	09/01/12	Sat PR 8-9p	CM	8-9pm	-----S-	:30	1	\$1,300.00	1	0.00	NM	1	\$1,300.00
				Saturday Prime 8-9pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week:	08/27/12	09/02/12	-----S-			1	\$1,300.00		0.00						
N 67	KSNV	09/01/12	09/01/12	Sat PR 9-10p	CM	9-10pm	-----S-	:30	1	\$1,325.00	1	0.00	NM	1	\$1,325.00
				Saturday Prime 9-10pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week:	08/27/12	09/02/12	-----S-			1	\$1,325.00		0.00						
N 68	KSNV	09/01/12	09/01/12	Sat PR 10-11p	CM	10-11pm	-----S-	:30	1	\$2,000.00	1	0.00	NM	1	\$2,000.00
				Saturday Prime 10-11pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
Week:	08/27/12	09/02/12	-----S-			1	\$2,000.00		0.00						

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																	Totals	675 \$512,925.00